

MEDIA/PUBLISHING

Mr Porter hires Chris Wallace as new US editor

April 25, 2018



Mr Porter's new US editor comes from Interview magazine. Image credit: Mr Porter

By STAFF REPORTS

Online menswear retailer Mr Porter has undergone a change of leadership in North America with the appointment of a new U.S. editor.

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The site, which is owned by Yoox Net-A-Porter Group, has hired former Interview magazine editor Chris Wallace to head the platform's U.S. editorial page, according to Women's Wear Daily. Mr. Wallace will oversee the brand's digital and print publications in North America.

US perspective

Mr Porter serves readers with content related to fashion and menswear across digital platforms.

Mr. Wallace is bringing an American perspective to the British brand, overseeing Mr Porter's daily news feeds, the weekly online magazine called The Journal and the bimonthly newspaper The Mr Porter Post.

Before coming to Mr Porter, Mr. Wallace wrote for publications including The Paris Review and The Atlantic with a long stint at Interview magazine. As editor, he will report to editorial director Adam Welch.

As the menswear counterpart to Net-A-Porter, Mr Porter has a large market in the U.S. to fill. With Mr. Wallace at the helm, the platform is hoping to bring in more daily traffic as well as online customers to its shops.

Mr Porter has worked extensively with major luxury brands recently. Italian fashion label Prada linked with Mr Porter for an exclusive capsule collection that nods to bowling's heydays.



Mr Porter has worked with Cartier and Prada. Image credit: Cartier

Available from April 25, Prada's collection features pieces that are inspired by the 1950s and '80s, when the sport reached heights of popularity. Marking Prada's first menswear exclusive for an online retailer, the capsule launch will be supported by an integrated global marketing campaign ([see story](#)).

Before that, Mr Porter worked with French jeweler Cartier to launch a curated collection of watches on Mr Porter's online shop.

The collection focused on several versions of the popular Santos de Cartier watch along with an exclusive strap available only through Mr Porter. The collaboration between the two marks Mr Porter's, and by extension, its parent company Yoox Net-A-Porter's, further ingratiates into the world of online luxury sales ([see story](#)).

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